



# NEWS

## RELEASE

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## ***NATIONAL SATELLITE BROADCAST FOR WOMEN BUSINESS OWNERS TO AIR OCTOBER 25***

**WASHINGTON—** *The Power of Protecting Your Assets: Protecting the Future of Your Business*, the fourth in a series of national satellite broadcasts in the *Winning Strategies for Women*, will air on Wednesday, October 25 at 7:30 p.m. (EST).

The series, cosponsored by the U.S. Small Business Administration (SBA), offers women entrepreneurs powerful strategies for personal and professional success.

***“The Power of Protecting Your Assets will allow women business owners to reach the next level of entrepreneurship by teaching them to take the necessary steps to protect their businesses for the future,”*** SBA Administrator Aida Alvarez said. ***“It’s also a tremendous opportunity to exchange ideas and share experiences.”***

The conference program includes a question-and-answer session with the studio audience and call-in participants. The expert participants will address frequently-asked questions such as

- What happens to you if disaster strikes your business?
- What types of insurance are available to you?
- How can you help your employees plan for the future?
- What happens to your business if something happens to you?
- Do you have a successor ready to take the helm?

The session will feature the following guest speakers:

- **Sen. Mary Landrieu (D-La.)**, who, in 1997, became the first woman from Louisiana elected to a full term in the United States Senate. With her 1999 appointment to the Armed Services Committee, she also became the first Democratic woman to serve on the Senate’s top national security panel. A strong advocate for small business and a member of the Small Business Committee, Sen. Landrieu has helped pass legislation that has reduced federal regulations and created tax relief for small businesses.
- **Becky Brantley**, a loan officer in the SBA’s Office of Disaster Assistance involved in the planning,

in the SBA's Fort Worth, Texas, Disaster Area Office, she also has 15 years of experience in banking and has owned and operated a small business.

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- **Suzette Loh**, director of Eisner's Personal Financial Planning Department, providing comprehensive financial counseling to individuals and closely held companies. With more than 15 years of experience in the field, she recently participated in the University Women's Professional Group and appeared on the Women's Donor Network and WNBC-TV.
- **Carolyn Parmer**, senior vice president for administration of the Edward Jones Trust Company and also a licensed attorney with more than 12 years of experience in trust administration. She has served as senior trust administrator and is a frequent speaker on trust and estate-planning topics. She also served on the adjunct faculty for Saint Mary College.

Women business owners can participate in the satellite conferences through many of the 4,500 Edward Jones investment company locations in the U. S. and Canada, as well as SBA affiliates, chambers of commerce, business councils, and other organizations nationwide. Organizations interested in receiving the downlink should contact the Edward Jones company at the number or Web site listed below.

The program will be broadcast live from 7:30 p.m. to 8:30 p.m. (EST). Admission is free but seating is limited. To find the satellite locations nearest you and to reserve your seat, call 1-877-335-4015 or visit the Edward Jones Web site at [www.edwardjones.com](http://www.edwardjones.com). You may also access the Edward Jones site through the SBA's Online Women's Business Center at [www.onlinewbc.org](http://www.onlinewbc.org).

Cosponsors of the event include the investment firm Edward Jones, the U.S. Chamber of Commerce, the American Business Women's Association, the SBA's Office of Women's Business Ownership, and the agency's resource partners — SBA's Service Corps of Retired Executives and SBA's small business development center program.

*Additional information about SBA's programs and services is available at SBA's Web site: <http://www.sba.gov> or by calling the SBA's Answer Desk at 1-800 U ASK SBA.*

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